

YETI: A Cooler Way to Market Your Product

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ABSTRACT

YETI: A COOLER WAY TO MARKET YOUR PRODUCT

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With the increased use of technology, marketing has evolved to primarily use social and digital media as the platform utilized to share content. Brands have creatively implemented new ways to market their products and services to distinguish themselves from other brands. The purpose of this study was to examine YETI's marketing strategies. YETI is a high-end outdoor gear brand that is known for its sturdy coolers and drinkware. The research was gathered using a case study guide developed by the researcher, which outlined YETI's current marketing practices. Within this study, there is an instrument used as a guideline to evaluate notable marketing tactics. The results of this study indicate the company's successful application of employing brand ambassadors and creating lifestyle content to market their products. YETI engages with its customers and involves them with their brand story to form long-lasting connections to their brand, and ultimately increase their revenue.

Keywords: social media marketing, lifestyle marketing, brand ambassadors, brand story, outdoor brand

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

Twenty years ago, the thought of paying upwards of \$200 for a cooler and \$30 for a water bottle would sound absurd. Plastic water bottles and Styrofoam coolers were the norm. Today, with growing numbers of consumers turning towards sustainable products and advances in technology being made, consumers' attitudes have changed. In 2006, YETI coolers hit the market, debuting their signature Tundra cooler. They advertised that their classic cooler could keep ice cold for days and can withstand a grizzly bear from cracking it open.

As avid outdoorsmen, brothers Ryan and Roy Seiders found that they were buying cheaply made coolers every year because they could not withstand the wear and tear that they put it through. They needed a reliable product that would keep their fresh-caught fish ice-cold and would last them a lifetime. That's when they created YETI. At first, YETI was solely a company focused on selling high-quality coolers. Today, they have expanded their operations – adding colorful drinkware, backpacks, and even dog bowls.

In 2015, YETI brought in 450 million dollars in sales (Saporito, 2016). Since its founding, YETI has become one of the most sought-after outdoor brands with an almost cult-like following. Their products have skyrocketed in popularity, becoming a beloved brand by fly-fishermen, backyard beer aficionados, and even college students. YETI has caught the attention of millions, telling their story through their digital media marketing

strategy. It is important to study YETI's digital marketing strategies to analyze what specific factors have led to their immense success and to understand how they have attracted the millions of followers that they reach. The purpose of this study was to examine the marketing practices of YETI.

Review of Literature

Research for this review of literature was conducted at Robert E. Kennedy Library on the campus of California Polytechnic State University, San Luis Obispo. In addition to books and other resources, the following online databases were utilized: Academic Search Premier, Google Scholar, Jstor, & Proquest. This review of literature includes the following subsections: marketing, traditional marketing, modern marketing, technology, digital marketing, and consumer engagement.

Marketing is the bridge between the consumers' needs and the company's ability to satisfy those needs. A good marketing strategy can turn an ordinary product into a necessity that the consumer must have. In the 1940's, Ringold and Weitz (2007) generally defined marketing as "business activities that have to do with the creation of place, time, and possession utilities" (p. 255). A newspaper ad, commercial on television, and radio advertisement are all examples of traditional marketing. They are mediums of one-way communication, where mass messages are sent out to a vast number of consumers. Yet, the marketing material that was spread to the masses had more thought put into creating it. The standard that marketers have always followed to develop marketing material is the marketing mix, or the 4P's: product, price, place, and promotion (Jackson & Ahuja, 2016). These 4 P's are studied throughout the world and have laid the

foundation for ensuring that the product is in the right place at the right time. However, this outdated approach has shifted as marketing has evolved throughout the years.

Today, brands have shifted from using traditional marketing to using modern marketing. As of 2017, the American Marketing Association (AMA) defined marketing as “the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large” (p. 1). This definition has drastically changed from the previous definition above. One of the most significant changes undergone by traditional marketing is the emergence of technology (Baltes, 2015). With a society that revolves around using technology throughout almost every hour of their day, modern marketing has adapted to the change. According to Lewnes and Keller (2019), technology allows brands to create customer experiences and new ways to connect with customers. Social media sites, blogs, websites, podcasts, and emails are a few of the digital channels that marketers use to reach their consumers. Each channel serves a different purpose, and the content that is being marketed on each channel is unique. In addition to the new channels that were created by technology, new ways to market were created as well.

Modern marketing has forced marketers to re-think the way that they reach their customers. The customer-brand relationship today has evolved from single, one-way interactions, to a two-way communication model that is symbiotic and immersive (Lewnes & Keller, 2019). Marketers that adopt modern marketing practices realize that they need to understand their customers and understand their wants and needs to catch their attention. They should include customers as part of the company’s brand by asking for feedback, listening to suggestions, and co-creating to design new products or services

that customers feel like they were a part of. (Baltes, 2015). If a customer feels like they are a part of the brand and they have an influence over it, they will be more likely to spend money. Customers must also trust the brand that they are purchasing a product or service from. Before the internet and search engines existed, customers did not have the luxury of quickly researching a brand to see if a product is worth the investment. Today, customers can quickly obtain a multitude of information prior to making purchase decisions (López, Lizcano, Ramos, & Matos, 2019). If a customer feels that a brand is authentic, they can build trust, and therefore become a loyal spender. Branding and creating a brand story has also been an essential tool that brands have used to connect with their audience.

Humans revolve around telling stories to build emotional connections with others. People's daily lives consist of telling their family, friends, and co-worker's stories about themselves or others. Brands have now realized that storytelling is crucial to branding. When it comes to creating a compelling brand narrative, the brand's persona, which consists of the brand's character and personality, is essential to creating a compelling brand (Herskovitz & Malcolm, 2010). Disney, Levi's, and McDonald's are examples of brands that have created a story with a prominent brand persona. Customers can make a strong association with the brand because they feel like they know who they are talking to. The brand persona should also reflect the brand's values. When a consumer sees an Allstate commercial, they know that they are "In Good Hands." Similarly, if a consumer buys a can of Coca Cola, they can expect that it will have the same great taste as it did when they last drank it. The brand's story ultimately helps to connect customers with the brand and form a brand image that customers can easily identify and relate to.

A brand's story and persona should also reflect a specific personality. According to Mulyanegara, Tsarenko, and Anderson (2009), customers are more likely to buy products and associate with certain brands that reflect their personalities. Hu, Xu, Hong, Gal, Sinha, and Akkiraju (2019) stated that brand personalities are generally “broken up into five dimensions: sincerity, excitement, competence, sophistication, and ruggedness” (p. 897). Most brands fall into one of these brand personalities, but there can be some overlap as well. An example of a competent brand is Google. Customers know that Google is a confident leader in the technology industry. A sophisticated brand is Louis Vuitton. It has a reputation for being glamorous and upper-class. A rugged brand is The North Face. It is outdoorsy, tough, and edgy. Each of these brands attracts a different type of consumer. When creating marketing material, marketers should implement advertising strategies that emphasize their brand’s personality. This type of advertising will allow customers to see the resemblance between their personality and that of the brand that is in line with their personality traits (Mulyanegara et al., 2019).

Social media has been one of the biggest tools brands have used to create engagement with their customers. Instagram, Twitter, Facebook, and YouTube allow brands to easily interact with their audience. Social media users scroll through thousands of posts each day, many of which are ads posted by brands and the influencers that support them. With this constant exposure to different messages and images that consumers are seeing, brands need to create exciting content that consumers notice and stop scrolling to look at. Also, the content needs to have value. According to Shawky, Kubacki, Dietrich, and Weaven (2019), “Consumer engagement is a behavior which involves active participation through co-creating value activities and contributions” (p.

205). Marketers cannot simply post a picture on Instagram and expect to get a response from consumers. They need to post a picture of their product or service that elicits a reaction out of consumers. Additionally, they need to create a valuable message.

One way that brands are successfully marketing to their customers on social media is by using influencers or brand ambassadors to endorse their product. In a 2015 study on modern marketing practices, Jackson and Ahuja (2016) found that “65 percent of top US brands reported participating in influencer marketing” (p.181). Since 2015, that percentage has undoubtedly risen. Influencer marketing is now a norm in modern marketing. Social media influencers and brand ambassadors are incredibly useful in spreading the word about a product because they have a more-than-average reach among consumers (Hughes, Swaminathan, & Brooks, 2019). This increased word-of-mouth reach helps increase brand awareness and also provides a reason that consumers can trust the brand because they believe the influencer who is speaking about the brand. If consumers see an influencer they follow posting about a particular product or service, they are more willing to believe that it is authentic.

Influencers will usually advertise a product or service across multiple social media channels. According to Batra and Keller (2016), the wide variety of online media channels means that companies can offer personalized information or send messages that engage consumers by reflecting their unique interests and behavior. Instagram, YouTube, Twitter, Snapchat, and Facebook are all platforms that brands can use to market their products. Each platform is different in that consumers use them for different things. Instagram, Snapchat, and YouTube are based on engaging with consumers by creating messages relayed through pictures and videos, while Twitter and Facebook primarily use

written posts with some visual elements. Ultimately, brands need to choose their ambassadors and influencers wisely. The ambassadors and influencers should reflect the brand's values and personality and should fit into the brand's story. Consumers want to see that the influencers truly believe in the product that they are endorsing, and they want to see that it fits their lifestyle.

Another modern marketing technique that brands are taking part in is brand partnerships and collaborations. Partnering and collaborating with third parties can be extremely valuable and result in increased sales for both brands (Lewnes & Keller, 2019). A notable brand collaboration that caused lots of attention in the media and social media is the collaboration between Louis Vuitton, a luxury handbag brand, and Supreme, a skateboarding and clothing company. Both very well-known brands, Louis Vuitton and Supreme created handbags printed with the red Supreme logo, as well as other products. Customers who may have never bought a Louis Vuitton bag may have purchased one because of the collaboration with Supreme, and vice versa. This collaboration resulted in a huge increase in sales and promotion for both brands (Olenski, 2016). Additionally, social media sites such as Instagram and Twitter were flooded with posts of buyers showing off their enviable new LVxSupreme handbag.

Maison Mumm, a high-end champagne label, has found that partnering with sports provides an opportunity to reach a vast audience. By partnering with sporting events such as Formula 1, the Kentucky Derby, the Melbourne Cup, and many others, Maison Mumm is able to reach and share its message with a large and diverse segment of their target audience. The partnership makes sense because popping a bottle of champagne is associated with victory or celebration, which is experienced at these

sporting events. At the Kentucky Derby, Maison Mumm champagne is traditionally sprayed and drunk by the winner in the winner's circle (Petan, 2020). The champagne is seen on TV's across the world, as well as on both the Kentucky Derby and Maison Mumm's social media accounts. The partnership is a tangible way to make both the sporting event and the champagne widely visible to millions of people.

Ultimately, brands need to successfully market themselves by utilizing modern marketing practices. Social media and digital marketing have replaced traditional marketing channels and strategies. With the shift to digital marketing and the competition that has risen, brands need to create unique and authentic content that ties into their brand story. Additionally, brands should also take advantage of brand ambassadors and influencers to reach a greater audience.

Purpose of the Study

The purpose of this study was to examine the marketing practices of YETI.

Research Questions

This study attempted to answer the following research questions:

1. What marketing strategies does YETI use?
2. What content does YETI create to market its products?
3. How effective are YETI's marketing strategies?
4. How effective is the content that YETI creates?

Chapter 2

METHODS

The purpose of this study was to examine the marketing strategies of YETI. This chapter includes the following sections: description of organization, description of instrument, and description of procedures.

Description of Organization

A case study was conducted on YETI. YETI (2020) was founded in 2006 by Roy and Ryan Seiders. YETI produces high-quality coolers and drinkware that can withstand the damage that fishermen and hunters face season after season. The Seiders brothers created YETI with a simple mission: “Build the cooler you’d use every day if it existed” (YETI). Today, YETI sits at the top of the outdoor cooler market with a net worth of \$2.26 billion (Macrotrends, 2020). Since 2006, YETI has expanded their operations from high end coolers to include, drinkware, insulated bags, and outdoor gear. Its headquarters are in Austin, Texas, along with five retail stores across the United States. YETI employs over 600 total employees and encourages them to “Do Better” by building something extraordinary, making a real impact, and ensuring their products are sustainable (YETI). YETI continues to follow through with their mission and provide their customers with the highest quality cooler and outdoor gear on the market.

Description of Instrument

The instrument utilized in this study was a case study guide developed by the researcher (see Appendix A). The instrument was created after analyzing elements of marketing from the review of literature. The instrument includes marketing, social media marketing, influencers, brand ambassadors, brand storytelling, lifestyle, brand partnerships, and hashtags. A pilot test was tested on Igloo Coolers on May 4, 2020 in order to test the instrument. After the pilot test, the researcher altered the instrument by adding brand partnerships.

Description of Procedures

A case study was conducted on YETI. The instrument used in this study was a case study guide developed by the researcher. Research for this study was conducted during May 2020. During the research phase, the researcher used a case study matrix to gather and analyze information from YETI's website and other third-party websites. On YETI's website, the researcher used the "Our Story," "About Us," and "#BuiltForTheWild" tab to find information regarding YETI's mission and brand. The "Coolers," and "Drinkware" tab was used to find information for pricing and products. The third-party websites used for this research included: *Forbes*, *Glassdoor*, *The Wall Street Journal*, *Business Insider*, *Inc*, *Fortune*, *Macrotrends*, *Owler*, and *Men's Journal*. Both quantitative and qualitative research was used to comprehensively analyze YETI's marketing practices.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study was to examine the marketing practices of YETI. A case study was utilized to examine YETI. This chapter includes the following sections: brand ambassadors, lifestyle marketing, YETI films, brand partnerships and collaborations, and customer engagement.

Brand Ambassadors

With over \$500 million in sales, YETI is one of the biggest outdoor brands in the United States. YETI sells coolers that are about ten times more expensive than any other cooler on the market, and they appeal to a diverse group of consumers. YETI mainly markets itself using social media marketing. The company gains attention throughout their Instagram, Facebook, YouTube, and Twitter accounts. From the beginning, YETI marketed their coolers to people who are just like their founders, Roy and Ryan Seiders. They targeted passionate hunters and fishermen. Today, they have expanded their target audience to include lovers of the outdoors who crave adventure.

Roy and Ryan Seiders created YETI coolers with a mission to build a cooler that could withstand the damage that they put it through season after season. They built it for outdoor enthusiasts who would appreciate the quality of a well-made cooler meant to last a lifetime. The Seiders brothers' mission and reasoning for making the coolers impacted every marketing decision they made when they started their brand. Initially, YETI targeted influencers and ambassadors who could market YETI's products for them, which

they continue to do today. They created commercials that did not reach very many people. However, the commercials reached the hardcore hunters and fishers that would find a \$300 cooler appealing and useful. These people spent a lot of money on the highest quality gear and started using YETI products when they saw convincing commercials. YETI educated its consumers about their products and their brand so they were knowledgeable when they were speaking about it. These new YETI adopters would tell their stories to their friends who are other members of YETI's target audience. Their friends bought their own YETI products, and YETI created a group of brand ambassadors who were knowledgeable and passionate about their brand. Sales rose exponentially throughout the years, and YETI built an empire of people who are advocates for their products. It is why they have revolved their marketing around letting their audience tell their story for them.

YETI realized that the early adopters and loyal followers that raved about their products were the keys to creating trust and a sense of community among their target audience. They use them as trusted brand ambassadors and influencers that create content for them and tell their story. With the increased use of technology, YETI relies almost entirely on digital marketing to reach their target audience. They strayed away from traditional marketing and relied on influencers and brand ambassadors to build a lifestyle that revolves around their brand. Whether it is photography, videos, blog posts, or just telling friends, the lifestyle content that the brand ambassadors create is featured all over YETI's marketing material. YETI first started using fishermen and hunters as their brand ambassadors and influencers. Today, they have expanded their ambassadors to include chefs, musicians, surfers, athletes, outdoorsmen and women, ranchers, brewers, and many

more. One thing all of these ambassadors and influencers have in common is that they live a wild life. The adventurous life they lead aligns with the "Built for the Wild" slogan that YETI advertises.

YETI's social media accounts feature many "At Home With" posts that go behind the scenes with YETI's brand ambassadors. One post featuring an ambassador is "At Home With: Jako Lucas." Jako Lucas is a very well-known guide in the fly fishing community. In the 5-minute video, Lucas takes the audience through his packing tips for a fly fishing trip so that they can be better prepared for their next outdoor escapade. Lucas is seen wearing a YETI hat as well as packing his YETI backpack. He takes the time to explain the clothes and gear he needs to last for a week in a remote Bolivian jungle. The video clip features him packing what he describes as the perfect bag, YETI's waterproof Panga 50 Duffel. By the time the clip is over, Lucas is ready to travel with his YETI pack. As a way to market YETI on his personal account, Lucas tags YETI in all of his Instagram posts, which feature him catching giant fish. Lucas' posts are simple and do not explicitly tell his followers to buy YETI gear. However, all of YETI and Lucas' followers see what YETI products he uses throughout his ventures. Now, the audience that follows YETI and Lucas can purchase the gear to use for their next trip.

The brand ambassadors YETI utilizes serve a bigger purpose than merely marketing a product; they create trust among YETI's target audience. If a father sees a video of an ambassador talking about YETI's Tundra cooler and sees that it can hold ice for over 8 hours, he may want to buy it to take camping with his family. Similarly, if a rancher watches a video of a girl taking her Rambler horseback riding with her because it will keep her coffee hot for hours, he might want to buy it for a cold morning ride. Brand

ambassadors authentically market YETI's products and help YETI stay true to their roots and their story.

Lifestyle Marketing

YETI promotes a lifestyle showing users who own their products, instead of advertising their products directly. In many of their advertisements on social media, YETI's products are almost always in the background, if they are even seen at all. YETI's most recent Instagram posts feature a mouth-watering picture of brisket, a couple cheering with their YETI tumblers, and a video of a rancher. These posts attract a diverse group of people. The content focuses on the person or the activity, and the story that is being told.

YETI also connects a network of influencers on social media to show them naturally using their products. They will post pictures, videos, and articles of them using their product throughout their daily lives. For example, YETI's YouTube features hundreds of videos highlighting their brand ambassadors and influencers. Recently, they released a series of episodes called "The Midnight Hour." The first episode features two artists, Jack Johnson and Ryan Bingham. In this episode, Johnson surfs in Hawaii and Bingham rodeos in Texas. The two men come together to discuss how they were destined to have different lives, but their love of music changed the course of their careers and lives. The video shows no YETI product in sight and no mention of the brand; it solely focuses on the musicians' stories. The only reason that a consumer would be able to tell that the artists are connected to YETI's brand is because of the YETI's name at the

introduction of YouTube video. Even though Johnson and Bingham are not using a YETI product, a customer can tell that they support and fit in with the brand.

By attaching their product to a spokesman who has audiences all over the globe, YETI can attract new and returning buyers. YETI uses this type of marketing to connect people to their brand and the brand ambassadors and influencers that are a part of it. YETI has ambassadors telling the audience about their favorite experience fishing, the best barbeque they have ever eaten and their recipe, the most memorable camping experience with family, and so much more. YETI uniquely markets its products by focusing on people and stories rather than the product. This is how YETI promotes their lifestyle.

YETI Films

YETI has made an enormous investment in the films that they produce. They are all high-quality films that are centered around different people and experiences. YETI uses these videos to tell a story about good people who represent their brand. Mainly, all of YETI's films tie back to supporting their brand's story and what they stand for. They like to show people in their rugged element using YETI products. One of the films follows Lauren Spalding, an Olympic paddler that has pushed the limits as a woman paddling in the roughest terrain. It shows the challenges she faced growing up but proved that her resilience and love for the water helped her to succeed. Another film follows Jimmy Chin, a professional photographer who has skied Everest, been trapped in an avalanche, and even won an Academy Award. However, Chin still wanted to do one

thing in his life, get "barreled." The film captures Chin's journey to surf some of the biggest known waves in the world.

YETI also uses these films to fulfill a higher purpose: to do good and give back. In 2020, YETI released a series of films as part of the "YETI Film Tour: Stories from the Wild, for the Wild." YETI announced an international 12-city film tour, debuting a collection of unreleased films from the wild that capture the true human spirit. All of the proceeds from the shows ticket sales benefit various wildlife conservation groups dedicated to preserving wild lands. The inspirational films are a way for YETI to market themselves as a rugged brand and to prove they give back to the environment. Today, consumers expect that brands adhere to adopting some form of corporate social responsibility. YETI's film tour is a way to show that they are devoted to preserving land.

Brand Partnerships and Collaborations

YETI also markets itself by partnering and collaborating with other brands, artists, associations, and sports teams, to name a few. In 2018, YETI collaborated with Justin Timberlake to create a specialized Tundra cooler for the release of his song, "Midnight Summer Jam." Timberlake changed YETI's usually blank Tundra cooler to feature a pattern on the top and song lyrics inside. The beige insulation is accented with a bright orange YETI logo, sealing straps, and design from Timberlake's album. The cooler was marketed on YETI's social media platforms and sold out almost instantly. YETI also collaborated with outdoor brands Howler Brothers and Mountain Khakis, and Texas burger chain, Whataburger, to create designs that appealed to their customers. This

benefits both YETI and the brand they collaborate with by creating brand recognition for both companies.

In 2019, YETI partnered with the PGA TOUR to become their "Official Insulated Cup" and "Official Insulated Cooler." A selection of YETI's products will be available for purchase at PGA TOUR's stores, as well as featured in restaurants and bars. In February 2020, YETI became the Official Club Jersey for Austin FC, the city's only major league team. YETI's logo will be featured on all of the player's jerseys, and YETI will create a custom line of drinkware and coolers for Austin FC. YETI further advanced its name in the sports industry by partnering with PBR, USA Climbing, NASCAR, Fishing League Worldwide, and Sportsmen's Alliance.

YETI has also partnered with some of the top ski resorts in the United States, including Jackson Hole Mountain Resort, Squaw Valley, Alpine Meadows, and Steamboat Resort. In these multi-year partnerships, YETI becomes the official cooler and drinkware brand of the resorts, which stretch coast to coast. The skiers, snowboarders, and snow enthusiasts all fit in with YETI's rugged lifestyle and get to enjoy YETI's products through multiple touchpoints. At the resorts, products, including the YETI Hopper, Rambler, and Tundra, will be integrated into restaurants, bars, and sundecks. Ski patrol members will also be outfitted with YETI products to ensure that they have the best equipment on the mountain. YETI's CEO, Matt Reintjes, is excited to partner with the resorts because they are iconic within the outdoor community and are the perfect location for YETI products.

YETI is a brand proud of the initiatives they have taken towards ensuring that their brand is sustainable. Recently, YETI has partnered with many conservation groups

to celebrate the outdoors and preserve the wild. Partnerships with the National Park Foundation, Theodore Roosevelt Conservation Partnership, The Conservation Alliance, and American Rivers are ways in which YETI shows their support to preserve the lands that they enjoy and build their brand off of.

Customer Engagement

YETI engages with their followers on social media to keep them involved and excited about their brand. On YETI's website, they have a “#BuiltForTheWild” page. This page features pictures of YETI fans enjoying their YETI products. YETI encourages their followers to tag them on Instagram or Twitter with the #BuiltForTheWild hashtag to see if their picture can make the cut to be featured on YETI's social media accounts. On Instagram, YETI tells their 1.4 million followers to share their adventures with #BuiltForTheWild hashtag. Over 260,000 posts are tagged with the #BuiltForTheWild hashtag presenting YETI users with their different YETI products. Some posts picture YETI Tundra coolers filled to the brim with fresh-caught fish, a smiling girl sitting in her YETI lawn chair, and a basset hound drinking out of his YETI dog bowl. YETI even likes and comments on some of the posts to engage with their buyers. Additionally, YETI has engaged its customers by creating a caption contest for an Instagram picture, a BBQ contest that features the best-looking ribs, and a contest that shows how YETI fans stay active outdoors with their YETI products.

YETI also wants to see how their customers make their YETI product their own and encourages them to tag their personalized products. One post features a Siberian husky standing atop a YETI Tundra cooler. The pale blue cooler is covered with stickers,

including a camera, mountain, ski goggle, Smith Optics, GoPro, Backcountry, and YETI sticker. Another beige Tundra cooler is covered with stickers from National Parks throughout the United States. A Rambler has a salmon, Orvis, YETI, and Steamboat Springs Ski Resort sticker. The stickers allow YETI owners to customize a product to create meaning. On their website, YETI allows their drinkware and dog bowls to be customized. Customers can choose the message that they would like, and YETI will ship them the engraved product. YETI also partnered with the National Park Foundation so that customers can customize their own Rambler. YETI buyers can choose their favorite camping destination or a spot on their bucket list and customize the color and the content on the Rambler. YETI's Instagram features one girl holding up her YETI Yosemite mug, which has a picture of the infamous Half Dome, with Half Dome in the background.

YETI's involves its audience with its brand to build a more reliable connection with them. They have expanded their core target audience to include just about anyone passionate about enjoying the outdoors, not just the hardcore hunters and fishermen. YETI released stickers, hats, and t-shirts that customers can purchase. While they may look like a soccer mom or a college student, the merchandise lets customers advertise that they are rugged outdoorsmen and women deep down. The merchandise also allows the customers to engage with other people who have YETI gear and tell their stories.

Chapter 4

DISCUSSION AND CONCLUSIONS

YETI is an outdoor gear brand known for their high-quality coolers. Their marketing strategy can serve as a model for other companies. YETI has successfully marketed their brand by focusing on the people who use their products, rather than the products themselves. This concluding chapter includes the following: a discussion of the findings, limitations of the research, conclusions based on research questions, and recommendations for the future.

Discussion

Social media and digital marketing are the modern way brands are selling their products. YETI has capitalized on this opportunity to reach its target audience through platforms such as Instagram, YouTube, and Twitter. If used correctly, social media allows consumers to become engaged with a brand at a deeper level than ever before (Batra & Keller, 2016). YETI markets its brand ambassadors and influencers as well as their partnerships and collaborations across their social media platforms. They do so to connect with supporters and further extend the reach of their products. YETI also engages with their followers on social media by featuring their users' pictures and encouraging them to participate with their brand by tagging them using their products. Using social media to create engagement found that generating consumer engagement leads to cultivating long-term relationships in which engaged customers become partners who

collaborate with marketers, creating value for both parties (Shawky et al., 2019). YETI has continued to engage with their followers, creating a community, and building their brand into much more than a cooler label. The outdoor gear industry has a lot to learn from YETI's marketing strategies. They can improve upon their existing marketing system by creating a social media marketing plan that strives to connect and engage with followers. Additionally, they should work to develop partnerships, and brand collaborations to reach a greater target audience. YETI should also continue to increase brand partnerships and collaborations to appeal to a more diverse group of consumers.

YETI creates lifestyle content that focuses on showing the people who use their products rather than the products themselves. YETI's lifestyle content effectively creates envy among their followers and fosters a desire in people to achieve the lifestyle that YETI promotes across their social media platforms. YETI is unconventional because they concentrate on employing trusted brand ambassadors and influencers who align with their brand to create content and market their products. The ambassadors are instrumental in attracting a diverse group of followers and are an essential agent in YETI's success. Consumers prefer that an influencer or ambassador endorses the products they buy because they perceive their opinion to be more persuasive and credible (Hughes et al., 2019). Not only does this generate sales, but it also establishes authenticity in the brand. The content YETI creates and shares is unique, and it can be attributed to the firm following they have built. Marketers can learn from YETI's unconventional content marketing strategy. They should consider shifting their marketing strategy to feature the people who use their products and the experiences they create while using them. They should also spend the time and resources to create quality content that attracts and instills

envy among their followers. YETI should strive to acquire a broader group of brand ambassadors to attract an even greater target audience. They should subsequently produce more content focused on their brand ambassadors and the experiences they have had.

The researcher faced several limitations throughout their study. It should be noted that, while researching YETI's marketing strategies, all of the information regarding their marketing was extraordinarily positive and did not show many faults. Numerous journals and publications highly regard YETI's marketing strategy, which could have created bias among the researcher. Also, the researcher only utilized online resources, which could have subconsciously created bias. Interviewing an employee could have provided more insight into the brand's marketing strategies. Additionally, the researcher has been a loyal user of YETI's products for years and can be personally biased towards the brand. This personal bias could allow the researcher to report information that supports YETI's marketing practices.

YETI is a leader in the outdoor industry that has come to be seen as much more than a luxury cooler brand. Their marketing strategy is innovative, to say the least, and models how modern marketing should be implemented today. They focus on people and experiences rather than a product, which has proved to be successful. Roy and Ryan Seiders created YETI as the fierce outdoor cooler brand that they could always rely on, a brand built for the wild. YETI stays true to its roots by selling quality products. They bring people together who share a love for the outdoors and the experiences created there. Fisherman, hunter, chef, musician, climber, surfer, the company continues to inspire people from all walks of life to follow their hearts and live a life of adventure.

Conclusions

Based on the findings of this study, the following conclusions are drawn:

1. YETI utilizes social media channels such as Instagram, YouTube, and Twitter to market the content that they create and reach a broad audience of consumers.
2. YETI creates compelling lifestyle content, supported by brand ambassadors, that aligns with their brand's story and serves to build brand loyalty.
3. YETI effectively markets its products by using social media platforms to create a connection with their supporters and encourage engagement among the YETI community.
4. YETI's lifestyle content effectively focuses on the people using their products rather than the products themselves, establishing trust and authenticity among their followers, and creating a life that they aspire to have.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

1. The outdoor gear industry should create a social media marketing plan that strives to connect and engage with followers and employ trusted brand ambassadors and influencers to market their products.
2. The outdoor gear industry should create lasting partnerships and brand collaborations to attain more buyers.

3. YETI should continue to increase brand partnerships and collaborations to appeal to a more diverse group of customers.
4. YETI should strive to acquire a broader group of brand ambassadors to attract a greater target audience.
5. YETI should produce more content focused on their brand ambassadors and the experiences they have had.
6. Future research should analyze YETI's marketing strategies by interviewing current YETI employees.

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APPENDIXES

Appendix A
INSTRUMENT

Areas of Practice	Description of Practice	Comments
Marketing		
Social Media Marketing		
Influencers		
Brand Ambassadors		
Brand Storytelling		
Lifestyle		
Brand Partnership		
Hashtags		